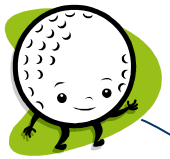
Beverage Cart Operator

In the eyes of the customer, you <u>are</u> the golf program!

What's Here…

- Introduction
- Key Responsibilities
- Basic Golf Etiquette
- Hours of Operation
- Customer Service
- Sales
- C.A.R.E.
- Patron ID



- Intervention
- Inventory Management
- Stocking the Cart
- Cash Handling
- Typical Shift Procedure
- Weather and Safety
- Additional Information
- That's all…

Introduction, Page 1 of 3

- There are three general types of people at the golf center – the golfer, other customers and the golf program ambassadors
  - Every golf program employee is a potential *golf ambassador*
- Whatever your job and task at hand, **you are the golf program** – what you do is what the golfer sees and believes to be *"the way it is"*

Introduction, Page 2 of 3

- When your service and behavior is exceptional, the golfer will typically view the golf program as exceptional – when your service and behavior is average or below par, that's pretty much how the customer will assess the program
- You do positively affect the golfer's experience!
- This training nugget is about excelling as the Golf Program Beverage Cart Operator!

Introduction, Page 3 of 3

- The beverage cart operation is viewed by many golfers as an enhancement to their golf outing
- Your positive behavior and willingness to serve professionally will reinforce this perception
- It is also an important revenue center for the golf program

Reminder: Great grass does not necessarily make a great golf course – it takes great people to make a great golf course!

Key Responsibilities

- Selling alcoholic and non-alcoholic beverages and snacks to golfers around the course from a mobile service vehicle
- Outstanding customer service behavior and assistance
- Safe cart operation
- Product, golf course and local area knowledge
- Cash handling
- Inventory management and controls

Basic Golf Etiquette,
Page 1 of 2

- When on the course, all staff members must abide by the basic golf etiquette by which golfers play:
  - Don’t move the beverage cart, talk or make noise with the beverage cart inventory while in the immediate proximity of a golfer preparing to hit
  - Minimize volume on 2-way radio or use headset
  - Don’t talk on the two-way or cell phone while in the immediate proximity of a golfer preparing to hit
  - Keep cell phones on a low ring volume or buzzer

Basic Golf Etiquette,
Page 2 of 2

- Depending upon beverage cart maneuverability, size, and weight it may be limited to the cart path only
- Don’t drive into the approximate ball landing area of approaching golfers (See notes below and on slide 35…)
- Never drive the beverage cart onto or across a putting surface or tee box; into or through a sand or water hazard; or onto or through other “restricted” areas such as ground under repair and protected environmental areas

Hours of Operation
Page 1 of 3

- Hours vary from day-to-day; month-to-month; season-to-season
- Typical operations:
  - 45-minutes after first tee-time until 1600
  - Weekends and holidays
- As the days warm and lengthen, on-course beverage operations should lengthen

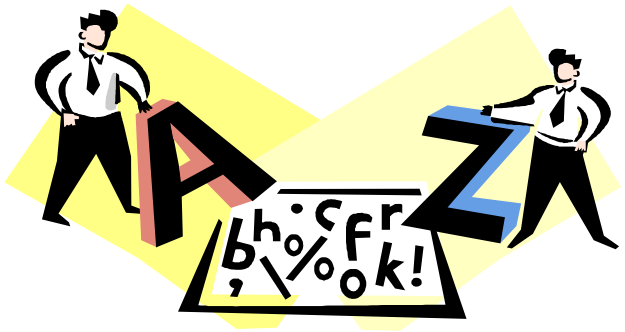
Hours of Operation
Page 2 of 3

- The beverage cart day/shift ends when released by the golf professional / manager in charge
- In addition to normal calendar operations, the beverage cart typically operates to meet the needs of outings and tournaments
  - Typically, the cart will follow the outing on the course and operate until released by the Manager on Duty.
- Sometimes, two beverage carts will be in service. When this is the case, the cart operators must communicate with one another to ensure best service around the course.

Hours of Operation
Page 3 of 3

- The golf professional / manager in charge will determine when to end on-course beverage operations based upon:
  - Number of players on course
  - Weather
  - Revenue generating potential
- To be of most value, you must be out working the course, not in Snack Bar, Golf Shop, Manager’s Office, etc.
- The customer expects to see the beverage cart several times throughout the round

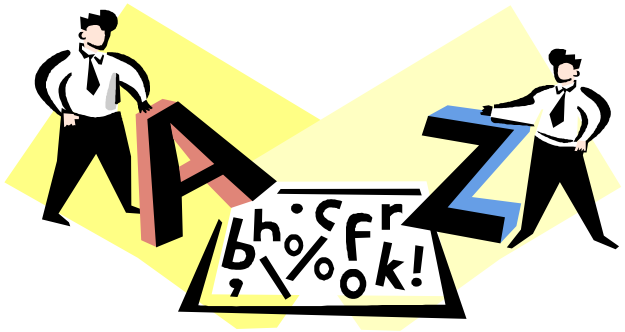
Customer Service
Page 1 of 5



Remember – in the eyes of the customer YOU are the golf program:

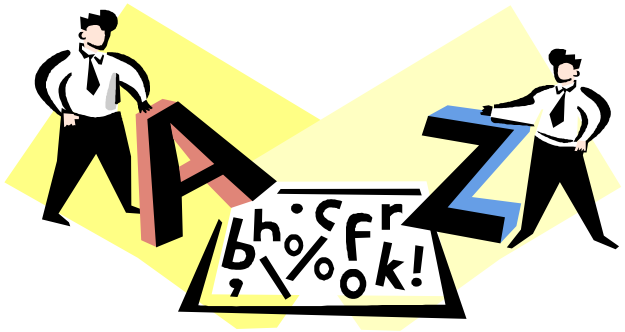
- Know your resale products and prices
- Know the golf program so you can answer questions
  - Rates – Upcoming events
  - Tee time policy – General course policy, etc.
- Find out how customers want to be treated (ask) then treat them like that -- always

Customer Service
Page 2 of 5



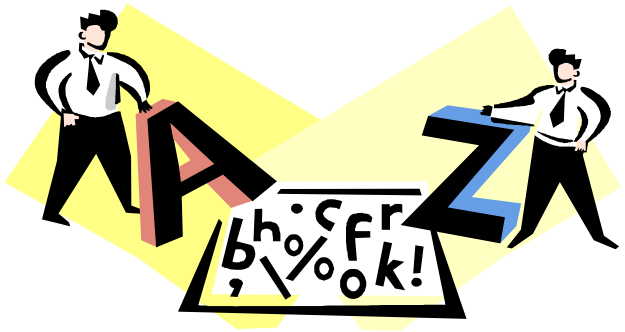
- Always use good manners
- Smile genuinely and greet golfers (by name if known)
- Do not curse/swear, drink, chew, or smoke while on duty
- Always wear clean clothes, maintain a clean, neat and professional appearance, and wear applicable “uniform” items
- Look and act like a professional
- Clean teeth, fresh breath and a bright, friendly smile are always important

Customer Service
Page 3 of 5



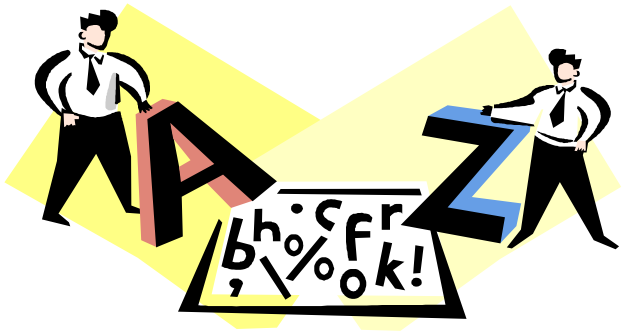
- Serving every customer well helps you, your program, and your organization's reputation
- Providing good customer service is essential to:
  - your job security
  - future job/career opportunities
  - how you feel about what you do
  - success of the golf program
  - repeat customer patronage
- Continue learning and teaching others whenever you can

Customer Service
Page 4 of 5



- Know that customers' needs are a priority
- Listen effectively to ensure you understand the customer
- Don't take complaints personally
- Always respect the customer
- Do whatever you can reasonably do to exceed customer expectations
- Work as if you own the business

Customer Service
Page 5 of 5



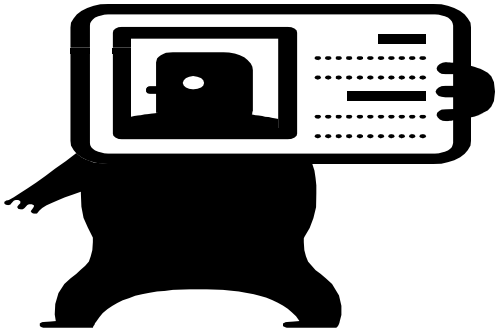
- Take ownership of customer problems.
- Make sure problems get resolved. You may have to ask for help, but be responsible. Customers are tolerant when somebody is willing to follow up and make sure problems are handled.
- Serve! Always be the customer's solution, never their problem!

Sales

- Prices on the Beverage Cart are the same as in the Snack Bar
- Do not “round” prices:
  - You will have an adequate change fund
  - Call the Manager on Duty by radio if you need additional change. He/she will see that you get the proper amount of change in a timely manner.

C.A.R.E.

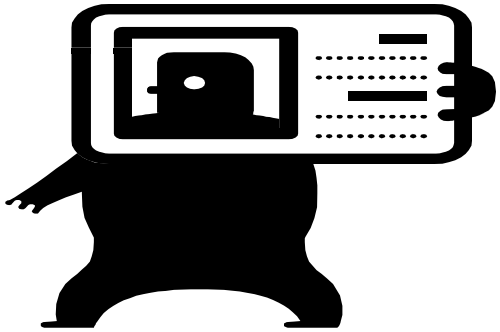
- All alcoholic beverage servers must be certified by completing the Controlling Alcohol Risks Effectively (C.A.R.E.) on-line course. This training is a recurring annual requirement. Each server must re-certify each October.
- New hires must complete this training within 30 days of hire.
- After completing C.A.R.E. training, discuss your local alcohol service Standard Operating Procedures (SOP) with your immediate supervisor.



Patron ID, Page 1 of 2

- Ensure all customers who consume alcoholic beverages are of the legal drinking age.
- You must request ID for all customers who appear to be 30-years of age or younger.
- You must refuse alcohol service to anyone who cannot show proof of legal drinking age.

Patron ID, Page 2 of 2



- Accept the following as legal ID:
  - Military ID card
  - State issued driver’s license or ID card
  - US passport
  - Local country ID or Passport
  - Base issued ID card
  - Local procedures for stamping/identifying legal drinking age customers

Intervention

Program Mandates!

- Ensure customers do not become intoxicated
- Slow down service before a customer becomes intoxicated
- Don’t serve a customer who looks or acts intoxicated
- Notify golf course Marshal and/or management when you need to stop alcohol service

Inventory Management

- You are responsible for the beverage cart, the cart’s inventory, the change fund and all sales proceeds (cash handling)
- Your shift-ending proceeds (cash/receipts/ coupons) and inventory must reconcile with your starting change fund and inventory

Stocking the Cart,
Page 1 of 3

- Stock the cart in accordance with the Beverage Cart Scatter Sheet (Example on slide 35.)
  - The initial stock is not written in stone – make adjustments as necessary
  - Adjustments can be made for weather, season, time of day, requests from players or the outing / tournament organizers, etc.
- A Duty Manager, Snack Bar Supervisor, or Assistant Manager must verify initial stocking levels on the scatter sheet
- Restock the Beverage Cart as necessary

Stocking the Cart,
Page 2 of 3

- All items restocked on the Beverage Cart must be verified by the Manager on Duty, Snack Bar Supervisor (if available), Assistant Manager, or Manager and entered on the Scatter Sheet
- Under no circumstances will the Beverage Cart operator restock items without verification
- During extremely busy periods, use the two-way radio or phone to inform the Duty Manager of your restocking requests so he/she can ensure you receive restocking in a timely manner

Stocking the Cart,
Page 3 of 3

Example Scatter Sheet

Name: _____ Date: _____

Item	INV ST	Restock					Total Out	Total Rtnd	# Sold	Price	Total
		1	2	3	4	5					
Bottled Water											
Bottled Drinks											
Coffee											
etc.											

BC #1 ☐ BC #2 ☐ Initial Bank: $50.00 _____ Total Sales: $ _____

Driver and Manager initial start totals on bottom of scatter sheet.

Cash Handling, Page 1 of

- Review cash handling training nugget

  http://138.164.10.95/trainingresources/nuggets.htm
- Smile and remember … after the customer, you are the most important person in the transaction … you are F&FR!
- Acknowledge the customer immediately
- Place cash received on top of cash box/drawer

Cash Handling, Page 2 of

- Count change back to customer
- Place money in and close the cash box/ drawer
- Refer to BUPERSINST 5300.10 for policy on tips, gratuities and service charges
- Smile, thank the customer, ask them if you can help with anything else

Typical Shift Procedure,
Page 1 of 6

- Shift cycle:
  - Clean and ice beverage cart
  - Stock the beverage cart with standard inventory or Beverage Cart Scatter Sheet (Accomplished by Pro Shop staff, bar staff, and beverage cart operator.)
  - Annotate any product or quantities not available on locally-developed inventory form
  - Obtain and confirm change fund
  - Arrange stock to “trigger” impulse purchases
  - Confirm hours of operation for the day

Typical Shift Procedure,
Page 2 of 6

- Shift cycle, cont:
  - Get applicable briefs from Golf Director, Superintendent, Starter, Marshal and, if applicable, Tournament Director
  - Confirm daily weather conditions / forecast
  - Confirm daily cart path policy
  - Obtain and check out the radio and headset (Used to maintain contact with Pro Shop, Duty Manager, Starter, and others
  - Commence mobile beverage service
  - Stop at each group or player and ask if they would like anything

Typical Shift Procedure,
Page 3 of 6

- Shift cycle, cont:
  - Adhere to golf etiquette and local rules and regulations for the course
  - Exhibit extraordinary customer service behavior
  - Adhere to policies and procedures covered in the Controlling Alcohol Risks Effectively (C.A.R.E.) training
  - If necessary, obtain assistance from the Marshal/Ranger and/or other golf course staff to deal with difficult customers
  - As you circuit the course, watch for and collect clubs, head covers, towels, jackets, hats, trash, etc., that golfers have left behind or dropped

Typical Shift Procedure,
Page 4 of 6

- Shift cycle, cont:
  - As you circuit the course ensure the water stations have cold water and cups
  - Ask customers if there are items they would like you to provide that are not currently on the beverage cart
  - Ask customer what else you could do to enhance their golf outing
  - Re-supply inventory during shift as needed

Typical Shift Procedure,
Page 5 of 6

- Shift cycle, cont:
  - Annotate inventory control worksheet if inventory added during the shift
  - Complete shift
  - Clean and secure beverage cart
  - Inventory stock and annotate inventory worksheet
  - Remove, clean and secure inventory balance to applicable supplies storage area (accomplished by Pro Shop staff, bar staff, and beverage cart operator.)

Typical Shift Procedure,
Page 6 of 6

- Shift cycle, cont:
  - Process daily/shift sales through register or Point of Sale (POS) System

    ~ or ~
  - Obtain and prepare DAR worksheet
  - Confirm authorized change fund balance
  - Prepare deposit in accordance with local policy
  - Process DAR in accordance with local policy
  - Complete other duties as assigned

Weather and Safety,
Page 1 of 2

- Know the daily weather forecast
- Return to the club house during lightning
- Don’t park/wait under trees during lightning storms or moderate to high winds
- Dress appropriate to the season and the daily weather forecast
- Know how severe weather is signaled at your base / community

Weather and Safety,
Page 2 of 2

- Know how to use all safety equipment on your beverage cart
  - Fire extinguisher
  - First aid kit
  - Emergency brakes
- Set brake and turn off cart before stepping out of driver's compartment/seat
- Don't stand or park where you might be struck by a golf club or golf ball. (See notes page.)

Additional Information, Page 1 of 2

- Manual for the Operation of Morale, Welfare and Recreation Program, BUPERSINST 1710.11C

  http://www.mwr.navy.mil/mwrprgms/171011c.pdf

- MWR Managers' desk reference and course

  http://www.mwr.navy.mil/trainingresources/mwrmgr.htm

- F&FR Leadership Skills for Managers' desk reference and course

  http://www.mwr.navy.mil/trainingresources/emc_desk_reference_doc.pdf

Additional Information, Page 2 of 2

- Training Nuggets:
  - Cash Handling
  - Controlling Alcohol Risks Effectively (C.A.R.E.)
  - Customer Service – 101 -or- Customer Service Basics
  - Accidents – Injury - Illness

  http://138.164.10.95/trainingresources/nuggets.htm
- Follow Protocol – Interactive CD ROM based training

That’s all for now…

In the eyes of the customer, you <u>are</u> the golf program!

Suggestions and requests to:

nmander, Navy Installations Command (CNIC)
F&FR Training Branch, N947
Millington, TN 38055-6540

Com: (901) 874-6727 DSN: 882-6727
helen.turner1@navy.mil